



Alabama Natural Gas Association

USING OUR
ENERGY
TO MOVE FORWARD
2022 - 2023

***ANGA Update
APSC Pipeline Safety Seminar
December 2022***



ANGA

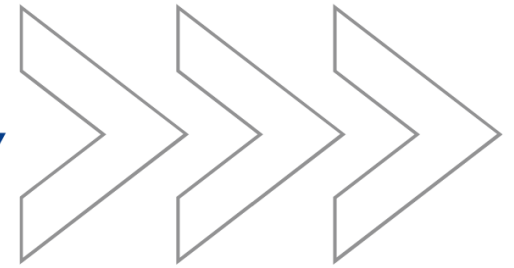
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OVERVIEW

Mission

To advocate, develop, enhance and promote educating the public, industry training, marketing, safety and be Alabama's natural gas voice to the State.



ANGA Officers 2022-23

- ***Bob Gardner – President***
- ***Jim Green – 1st Vice President***
- ***Todd Gentle – 2nd Vice President***
- ***Heath Reed - Treasurer***
- ***Nikki Frost – Executive Director***

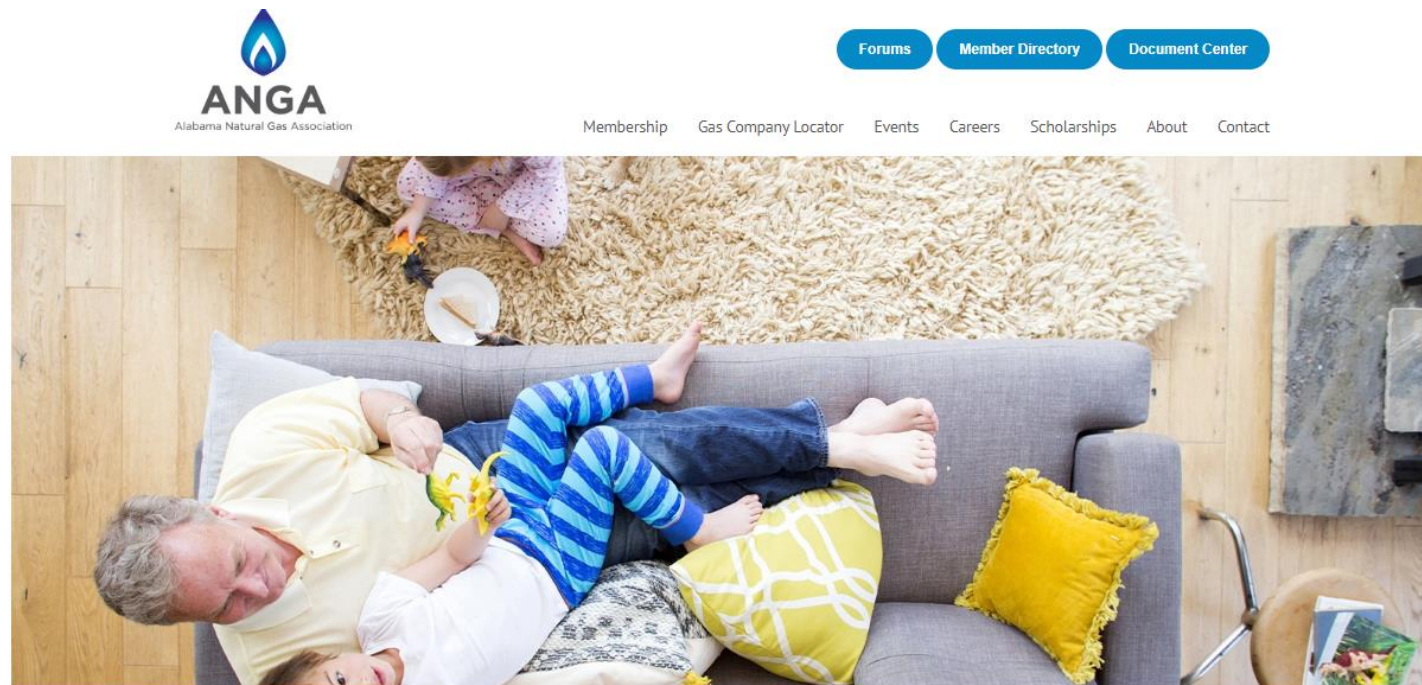
ANGA Committees

- *Engineering – Keith Blackwood*
- *Government Affairs – Mike Strength*
- *Mutual Assistance – Blaine Collier*
- *Operations – Leonard Casey*
 - *Corrosion – Darby Shirley*
 - *Damage Prevention – Jeff Bice*
 - *Safety – Ashley Mitchell*
- *Public Relations/Marketing – Shannon Jackson & Beth McKern*
- *Training & Education – Geoff Isbell*

ANGA Website



www.alnga.org



Join Our Association

Please find our membership application link above. You are welcome to print it off and mail it back along with the dues payment.



Membership Levels

Read about our membership levels and see what's right for you.



Gas Company Locator

Find a certified natural gas provider in your county.

ANGA Website



www.alnga.org/answers

Pages Archive - ANGA x +

https://alnga.org/answers/

Can't reach this page Login | Quantum W... Bing MSN Contract Locating B... Reset PC password... Pipeline Complianc... Maximo Oracle

ANGA Events

Forums Member Directory Document Center

Membership Gas Company Locator Events Careers Scholarships About Contact

Forum Topics

All topics All categories Search Topics...

Newest Hottest Most votes Most views

Votes	Replies	Views	Topic
0 votes	0 replies	4 views	Southern Natural feature Be first to reply!
0 votes	2 replies	20 views	Cathodic Protection (CP) Training

All categories

- All categories
- Engineering
- Government Affairs
- Mutual Assistance
- Operations
 - Corrosion
 - Damage Prevention
 - Safety
- Other
- Public Relations / Marketing
- Training & Education

Added 1 month ago by Jerry Nelson
Category: Other

Added 1 month ago by Blaine Collins
updated 1 month ago by Blaine Collins
Category: Corrosion

ANGA Board of Directors 2022-23

- ***The 21-member Board of Directors meets at least four times per year and its members are elected to staggering 3-year terms***
- ***ANGA “primary” members (operators and affiliates) comprise the Board***

ANGA Events



August 2022 – Fall Workshop – Athens

October 2022 – Operations Management Roundtable

FEB
07

2023 Executive Management Round Table

February 7, 2023 @ 1:00 pm - February 9, 2023 @ 11:00 am

MAR
06

2023 ANGA Spring Seminar

March 6, 2023 @ 8:00 am - March 9, 2023 @ 11:00 am

JUN
18

2023 ANGA Annual Conference

June 18, 2023 @ 1:00 pm - June 21, 2023 @ 1:00 pm

JUN
16

2024 ANGA Annual Conference

June 16, 2024 @ 1:00 pm - June 19, 2024 @ 11:00 am



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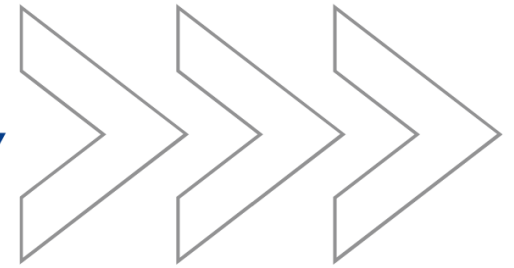
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STRATEGIC PLAN

Strategic Plan

- *Started from the 2021-2022 plan and a collaborative effort of over 20 individuals*
- *Focused on ANGA's Mission and the Next Generation*
- *3 to 5 year outlook*
- *Components*
 - *Goal Areas*
 - *Outcomes*
 - *Strategies*
 - *Implementation Plans*



Strategic Plan Goal Areas

- ***Grow and Engage the Membership***
- ***Provide Education about the Benefits of Natural Gas and the Natural Gas Industry***
- ***Promote the Use and Safety of Natural Gas***

Grow and Engage the Membership

Strategies

1. Engage non-involved Alabama Natural Gas Systems

2. Engage and Increase Membership

3. Select and train ANGA leadership to maximize the benefit for ANGA and the members



Provide Education about the Benefits of Natural Gas and the Natural Gas Industry

Strategies

- 1. Develop and implement educational materials suitable for gas employees.***
- 2. Develop and implement an educational program designed to teach Elementary, Middle, and High School Students about the general principles of natural gas, the benefits of using gas, and the natural gas industry.***
- 3. Develop and implement Natural Gas Education Program Lectures at Junior Colleges and Universities***



Promote the Use and Safety of Natural Gas

Strategies

- 1. Identify the message to be shared***
- 2. Identify the target audience***
- 3. Determine the best medium(a)/platform***
- 4. Design the materials***
- 5. Produce/Launch the message using the appropriate media/platforms***





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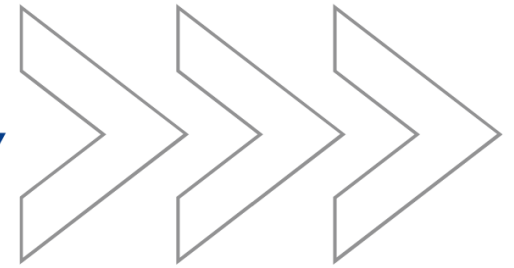
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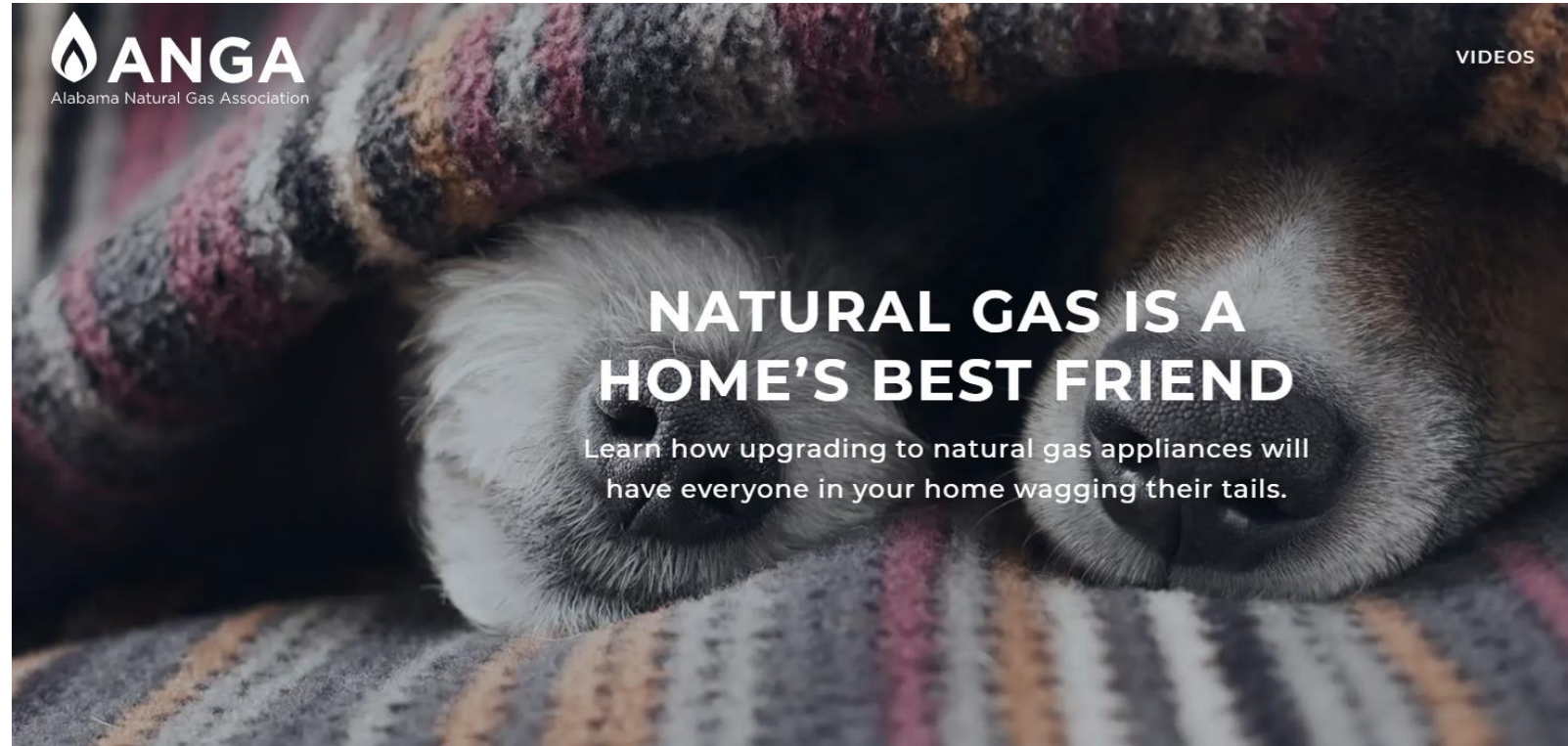
PUBLIC RELATIONS & MARKETING

Home's Best Friend



Increase awareness of natural gas and influence consumers on the importance of having natural gas as a choice.

www.naturalgasforall.org



[Good Boy](#)
[Good Life](#)
[Bath Time](#)

Home's Best Friend



Video

- **Connected TV - Hulu**
- **Focused Local Spot Buys**
 - **Birmingham; WBRC, FOX6 (Fox)**
 - **Montgomery; WSFA, News12 (NBC)**
 - **Mobile; WALA, FOX10 (Fox)**
 - **Huntsville; WAFF, News48 (NBC)**
 - **Dothan; WTVY, News4 (CBS)**

Audio

- **Streaming Audio (Spotify, Pandora, SXM)**
- **Podcasts**

Home's Best Friend

Channels

Paid Search

- Google

Paid Social

- Facebook
- Instagram
- Snapchat
- TikTok





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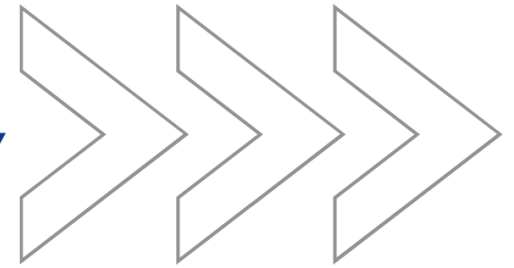
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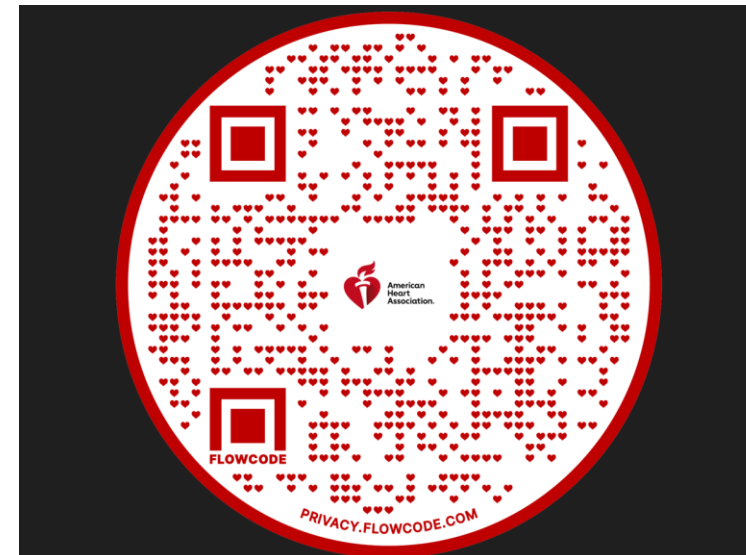
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2022-2023 CHARITY

2022-23 Charity





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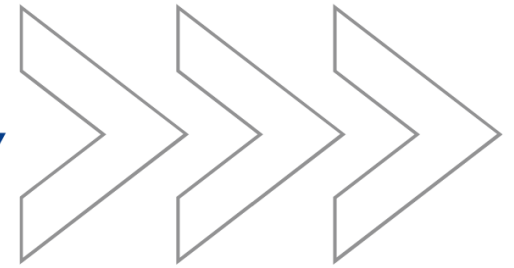
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CLOSING REMARKS

Getting Involved

- *Committees*
- *Conferences*
- *Forum*
- *Virtual events*
- *Home's Best Friend*
- *Promote all of the above*





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